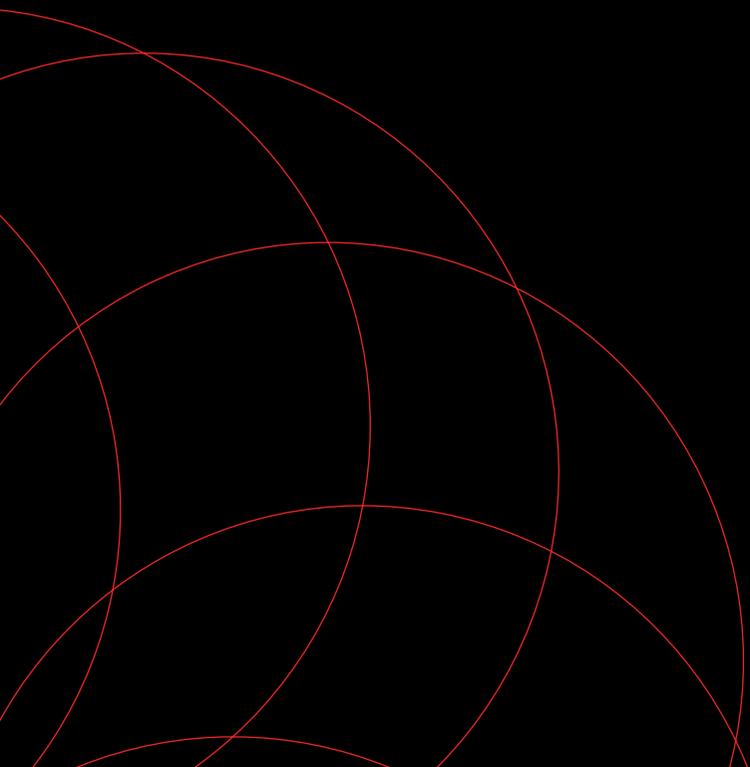


DESIGN FOR URBAN ENVIRONMENT

Strategic design for actual and future needs in the urban context

Ist edition
Professional Master





Timetable

MONDAY TO FRIDAY FROM
6.30PM TO 10.40PM

Credits

60

Language

ENGLISH

Duration

FROM JANUARY 17TH TO
JULY 26TH 2019

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

Those students who so desire have the chance to go on a study trip to Milan to attend the Milan Design Week and Salone del Mobile. Educational activities led by a team of teachers from IED Barcelona and IED Milan will take place during this trip

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA).

IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS). IED issues its own exclusively private Master's degrees.

Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5.

TECHNICAL FILE

PRESENTATION

The city is one of humanity's most important inventions and it is facing basic challenges for the future in the 21st century.

Against this backdrop, design is an essential tool for improving the social, cultural and economic fabric of the urban contexts in which we live. Through a knowledge and understanding of past and present urban environments and by projecting for the future, we can design new proposals that adapt to the changes that the future holds with those people living in and managing them.

The main areas of work covered are:

SUSTAINABILITY: design for sustainable development

SOCIAL INCLUSION: empowering citizens to confront social challenges

GOVERNANCE: cooperation, e-democracy, open data, transparency

MOBILITY design to solve the challenges of urban mobility

SAFE CITIES design to contribute to the safety of people

The future urban design specialist can:

- Conduct research into places and people, analysing and understanding the physical, social, political and economic context of spaces and users.
- Manage and visualise data to provide accurate diagnoses about situations and make well-informed decisions.
- Help citizens to participate actively in transforming their urban environments, developing critical judgments and transferring their opinions to technicians and elected officials, empowering them to take a shared responsibility in decision-making.
- Promote and preserve the city's own identity.
- Optimise the city's efficiency: accessibility, exchange, plurality and coexistence for balanced, harmonious growth or renovation and to improve the living conditions of all citizens.
- Create distinct urban identities, contributing to preserve heritage and building future city models committed to the democratic values of a respect for interculturality and sustainable, solidarity-based development.
- Provide advice on the design of urban regeneration projects.

Habitat III, the third United Nations Conference on Housing and Sustainable Urban Development, renewed "...the global commitment to building sustainable, prosperous, safe, resilient and inclusive cities through the adoption of a New Urban Agenda that allows governments to plan goals and implement strategies that respond to the challenges of an increasingly urbanised era."

Ugo Valenti, director of Smart City Expo, claims that "the role that citizens will play in the near futures is crucial. Top-down governance approaches are gone for good and we need to shift the relation between city governments and residents"

The National Academy of Engineering (NAE) has published a list of the main engineering challenges in the 21st century. Prepared by a team of experts from around the world convened at the request of the National Science Foundation, it brings together a total of 14 challenges that, if met, could improve our way of life. One of these challenges is to "restore and improve urban infrastructure"

GENERAL COURSE OBJECTIVES

TO TRAIN NEW PROFESSIONAL PROFILES WITH THE SKILLS TO ACT IN URBAN CONTEXTS FROM A COLLABORATIVE DESIGN PERSPECTIVE BASED ON THE NEEDS OF VARIOUS ACTORS/STAKEHOLDERS.

TO PROVIDE STUDENTS WITH A GLOBAL, INTERDISCIPLINARY AND INTEGRATING VISION of the experiences taking place within the urban environment in order to propose relevant, consensual and sustainable design solution actions.

TO PROVIDE STUDENTS WITH SPECIFIC TOOLS AND KNOWLEDGE TO COMPLETE PROJECTS RELATED TO THE URBAN ENVIRONMENT.

TO TRAIN STUDENTS TO ACQUIRE THE LANGUAGE AND ROLE OF A DESIGNER/FACILITATOR PROFILE IN ORDER TO CO-CREATE URBAN ENVIRONMENT SOLUTIONS.

CAREER OUTLOOK

Graduates are qualified to join different kinds of projects in the urban context with tools that can help them to interpret from an overall perception of design.

They face the challenges posed by current urban problems and citizen needs, expanding their knowledge to work with multidisciplinary teams and coordinating a design approach in urban projects.

They will be able to work in public/private entities in some of the following areas/functions:

- Lead urban regeneration processes
- Urban design consultancy
- Urban design process management
- Conduct studies related to the urban environment
- Prepare guidance and statements
- Site and area design and/or mobility design
- Facilitate collaborative processes for design in the urban environment
- Visualise and communicate data in urban design processes

TARGET AUDIENCE

Professionals and recent graduates who are interested in continuing their studies in order to acquire skills in strategic urban design and become involved in urban design projects from a multidisciplinary and cross-disciplinary perspective.

Product, visual communication and interior designers, architects and management/marketing professionals, among others, will be able to update their knowledge and acquire new skills in areas of urban design that are not part of their expertise.

Professionals interested in exploring the intersection of design, social innovation and public policies.

Maria Jorgelina Zabert, Raval Recrea Project 2017



IED MASTER BARCELONA METHODOLOGY

Following the principles of multidisciplinary,
IED Master offers theoretical and practical
training in two complementary formats:

Classroom

With shared content that is common to all courses and individual course-specific content.

Online

**With shared generic content on the cultural and methodological aspects of design.
The learning process involves an educational team of practicing professionals from the fields of business, design and communication.**

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training programme is set within a multicultural context and combines theoretical-technical specialisation alongside practical workshops and visits to companies. In other words, theoretical content is combined with practice during the completion of real projects in collaboration with various sector companies.

SPECIFIC COURSE METHODOLOGY

The course proposes five interrelated lines of action that are structured upon various types of subjects.

THINKING: Learning to think actively in order to be the authoritative authors of our thoughts, guiding ourselves through complex data collection processes and generating personal, rigorous, creative strategies that can underpin projects.

DOING: Doing in order to acquire tools that can help us to be ready to respond physically, aesthetically and intuitively to complex problems that go beyond purely rational understanding.

PROJECTING: Projecting to apply creation logics and strategies in a complex, long-term process, from collecting data to generating something new, different and better.

LISTENING: Listening actively and critically to the proposals and experiences of recognised practitioners in order to incorporate these into our reference cartography, as constructed throughout the Master's degree according to each student's chosen affinities.

COMMUNICATING: Communicating to explain, transmit and convince, ensuring that our proposals efficiently reach users, clients, institutions and companies: in short, reaching a society that is not always predisposed to transformations.

Observation, analysis and experimentation are an essential part of learning. The course proposes intense theoretical/practical immersion in the urban context of the city of Barcelona, which is why both its theoretical classes and projects are backed by outings led by the teachers of the Master's degree.

The subjects taught are based on the following formats:

Classes to acquire technical research tools that will provide students with the knowledge and skills to implement them at various stages of global projects. The goal is to strengthen thought, produce content through the physical construction and intuition of the trade and also to promote communication skills.

Short, intensive projects in which students test and develop their ability to respond quickly and non-linearly to unexpected proposals concerning specific topics as developed by professionals of renowned prestige, forcing students to respond to an intense work rhythm by exploring methodologies to provide a quality response to complex requirements.

Active listening: Talks in which professionals from a variety of disciplines will offer their views on contemporary problems related to the topics of the Master's degree. The sessions will be complemented by discussions or exercises that will allow students to provide an in-depth analysis of each of the topics discussed in order to shape a variety of content that students will need to process. The final goal is to construct a document that includes what has been learned and reflects the personal views of each student.

Master's Final Project: A long-term project in which students must confront the various stages and difficulties of the creative process by applying the knowledge and tools they have acquired in the different subjects. It addresses a complex problem arising from real needs and open to a multitude of proposals. One important aspect of the Master's Final Project is the relationship with clients and/or users. The Project is structured into four stages, beginning with the collection of data, continuing with the creative synthesis and development of the proposal and concluding with its communication. Each stage will be presented as it is completed in order to be assessed by the teaching staff.

SKILLS ACQUIRED

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

On completing the course, students will acquire the skills to understand urban environments from different yet directly interrelated perspectives:

IED Master Barcelona general skills

- Research skills
- Teamwork skills
- Creative entrepreneurial and leadership skills
- Management skills
- Communication skills
- Ethical, social and sustainable commitment skills

Specific Course Skills

- Ability to analyse critically the urban environment
- Ability to diagnose strategically urban environments
- Ability to plan strategic solutions for urban environments
- Ability to act as an interlocutor and mediator in urban environments
- Ability to generate and implement solutions in the urban environment

TEACHING PROGRAMME

The teaching programme is divided into 1 Specific Module and 2 Common Modules. The common modules are shared by all Master's degree courses because they lay the groundwork of a common culture for the entire IED Barcelona community.

SPECIFIC MODULE

The Specific Module of the Master in Design for Urban Environment provides students with:

-Tools for the critical analysis of urban environments, understanding which macro-fundamental contexts operate in urban environments, such as geographical, political, historical, cultural, social and economic. Helping to identify and analyse the morphology and physical components of historical and current cities in order to project futures around specific elements of environment and landscape, mobility/accessibility, spaces, urban elements and materials...

Understanding the factors related to specific people and human communities in relation to the uses of the city: coexistence, mediation, associations, safety and health, as well as elements related to services such as energy, sustainability, recycling, telecommunications or management.

-Tools to be able to make strategic diagnoses on the deficits and opportunities of urban environments by learning methodologies that can detect these and exercises that can develop the ability to identify and express potential design solutions applicable to addressing deficits by taking advantage of opportunities.

-Tools for planning proposals related to design by anticipating factors of non-viability and being aware of the vectors of complexity related to the singularity of the context, multiplicity and heterogeneity of the actors involved and the times and uncertainties inherent in urban environment projects.

-Tools to conduct work as a positive element in the complex mechanisms of new urban environment governance, understanding the role and functions that correspond to designers at each stage of the projects in which they are involved, both as a part of teams and in relation to the other actors involved, with the ability to be able to mediate and design suitable material for each stage and team.

-Tools to propose and implement specific design solutions adapted to prior requirements and planning in order to create fair, adequate, new/updated, different and better urban environments.

CLASSROOM COMMON MODULE

This module deals with Entrepreneurship and Communication and Culture and Creativity, together with the crosscutting tools that complement the professional profile of an IED Barcelona graduate. The module consists of the following subjects:

TRAVEL DESIGN EXPERIENCE

Guided travel with a professional tutor for students to realize an investigation and analysis related to the specialization of the Master. IED organizes the academic content and students cover the expenses. An alternative experience is proposed for those who cannot participate in the travel

DESIGN TOUR

Visit of Barcelona with the aim to know the city from the point of view its culture and the creative people producing their work within it. The Design Tour is specifically designed to match with the aim of the master course.

IED MASTER PROFESSIONAL TALKS AND EXPERIENCES

Conferences, meetings, talks and other events that get professional and students closer, sharing experiences and best practices with experts and companies.

PUBLIC SPEAKING

Develop confident, clear and creative public speaking skills. Students are trained in their ability to express concepts persuasively and work is also done on body language, reading and non-verbal language practice.

PORTFOLIO AND PERSONAL BRANDING

The portfolio resumes the progress and competences acquired during the course. It's a communication tool that includes the professional and the academic experience and shows the student's personal branding

ONLINE COMMON MODULE

This module deals with the fundamentals of Design Culture and is common to all IED Master courses. The module tackles the cultural and methodological aspects of design as viewed from an Italian design culture base merged with that of Barcelona. The module consists of the following subjects and their corresponding acquired skill set:

ITALIAN DESIGN CULTURE AND HISTORY

Acquisition of knowledge about the precedents of world design with a special emphasis on Italian culture, which is an integral part of the IED Barcelona ethos.

DESIGN PROCESS

Visualization, knowledge of the different steps driven to the creative problem solving

SOCIAL DESIGN AND SUSTAINABILITY

Completion of projects that ensure a balance between economic growth, environmental stewardship and social welfare, taking into account the environmental impact of any proposal during each of its phases.

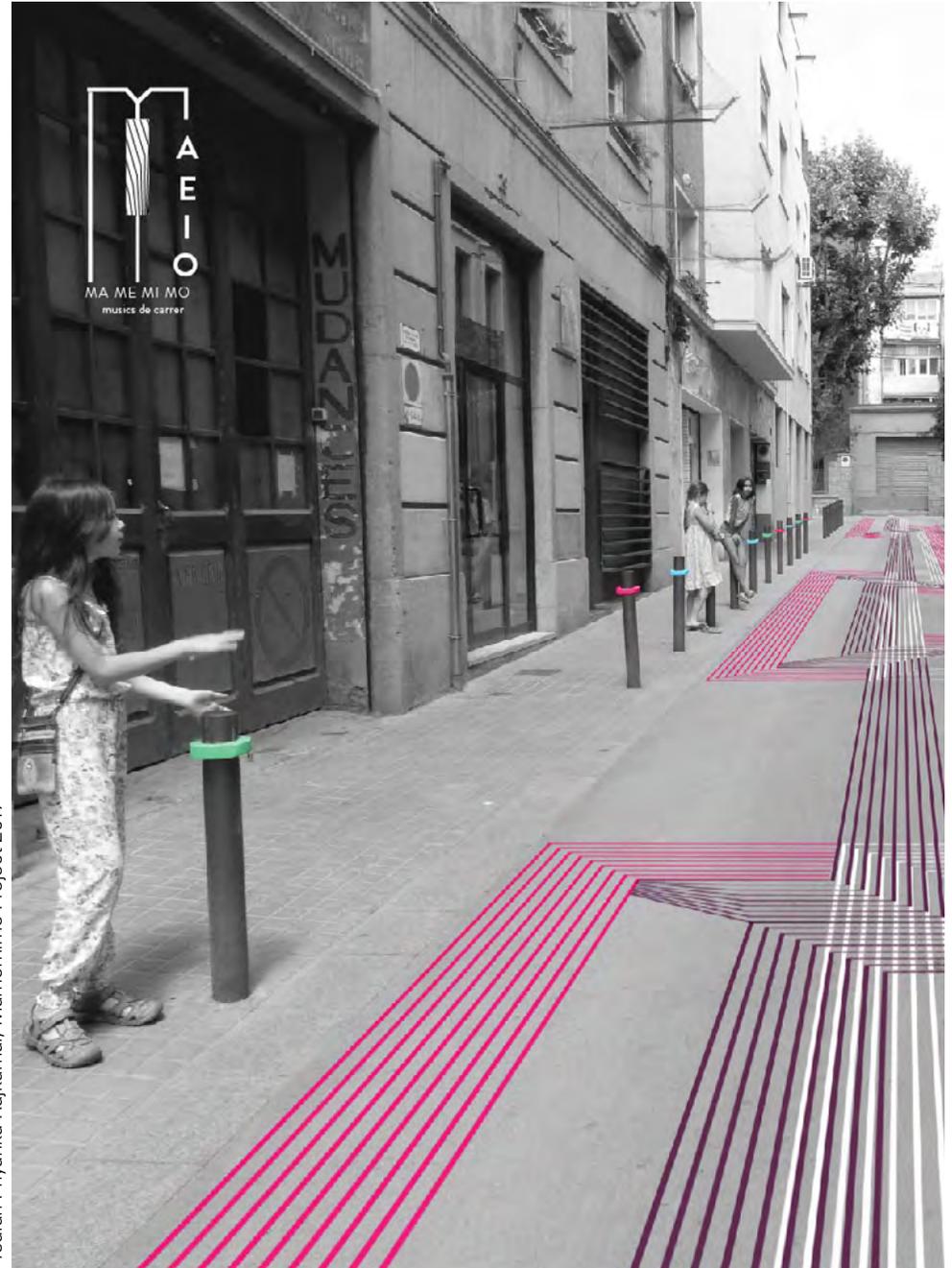
COLLABORATION WITH COMPANIES

For the students to develop the Master's Final Project in the real context of the labor market, we have the collaboration of companies selected by IED Master.

Barcelona City Council.
Metropolitan Area of Barcelona (AMB)



Yedluri Priyanka Rajkumar, Miamemimo Project 2017



COORDINATOR

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with IED Barcelona's teaching department.

The coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

BET CANTALLOPS

She has developed heterogeneous projects related to the nature of her discipline inside Saeta Estudi, with her partner Pere Ortega Andreu. Saeta is an architecture studio open to any experience related to design and contemporary art. Since 1994 Saeta's philosophy of work, modern, crafty and honest seeks to surround the studio with all kinds of professionals with whom to build relationships of partnership and creative empathy.

Combining the practice of private architecture, institutional and urban design and ephemeral installations, the common denominator in all Saeta's work is the almost obsessive interest in the use of "light" as reflected in their creations "Light House" for Layetana Real Estate, and "The White City" for Roca. She has been an advisor to the Culture Department of COAC 2002-2006.

She wrote several articles for architectural magazines as Quaderns (Barcelona), Jornal de Arquitectos (Lisbon) and texts for exhibition catalogues as ¡Hogar! the image of architecture in ¡Hello! Magazine.

A founding member of What is A? an association that worked for art education, she created and managed design workshops for children.

www.saetaestudi.com

Adwait Shinde, Saltar y Parar Project 2017



IED COMMUNITY SERVICES

STUDENT CENTRE

The aim of the IED Barcelona Student Centre is to offer an additional welcome and advice service to students who are in need of this, with specific attention to foreign students. It offers useful and practical information to help in the search for accommodation, provides advice on the procedures related to obtaining a resident's permit, registering in the city and acquiring a health card, as well as generally providing any information about the city and its resources that students may find useful during their stay.

JOB PLACEMENT

The school provides an exclusive job placement service so that students can start their careers either during or after their course.

PERSONAL COACHING

A clinical and school psychologist will advise, guide and listen to any students requiring her help.

FACILITIES

Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school's facilities include: 21 classrooms, 5 multimedia labs equipped with PCs and Macs, 3 product, interior and transport design workshops, 5 fashion workshops, 1 printing centre, 1 photo and video studio.

PROGRAMMES

IED Barcelona students have the added advantage of being able to use the following computer programmes without any additional costs:

ADOBE CREATIVE SUITE

Students can use the software programmes included in Adobe Creative Suite free of charge during the time that they are enrolled in the school. The software package can be used on the school's computers as well as on students' own personal laptops. The following programmes are included in the package: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign® CC, etc.

AUTODESK

World leader in 3D design software for entertainment, manufacturing, engineering, etc. Students can use free of charge programmes such as AutoCAD, Maya or 3ds Max, etc.

OFFICE

Students can download to their computers the Microsoft Office 365 Education package at no cost. This includes software such as Word, Excel and PowerPoint.

EMERALD

A global publisher linking research and practice to the benefit of society. Emerald is currently used at the most important universities in the field of management, marketing and communication. All students have free access to more than 290 magazines and 2,000 books

WGSN

A leading online platform in the world that analyses and forecasts current lifestyle and consumer trends. All IED community members can freely access WGSN.

GMAIL

All IED community members have a Gmail account with unlimited capacity.

GENERAL ENTRY REQUIREMENTS

For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.

GENERAL ENTRY REQUIREMENTS

- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the Master's degree course.
- CV in the language of the Master's degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master's degree courses and/or admission exercise if required.

FEES

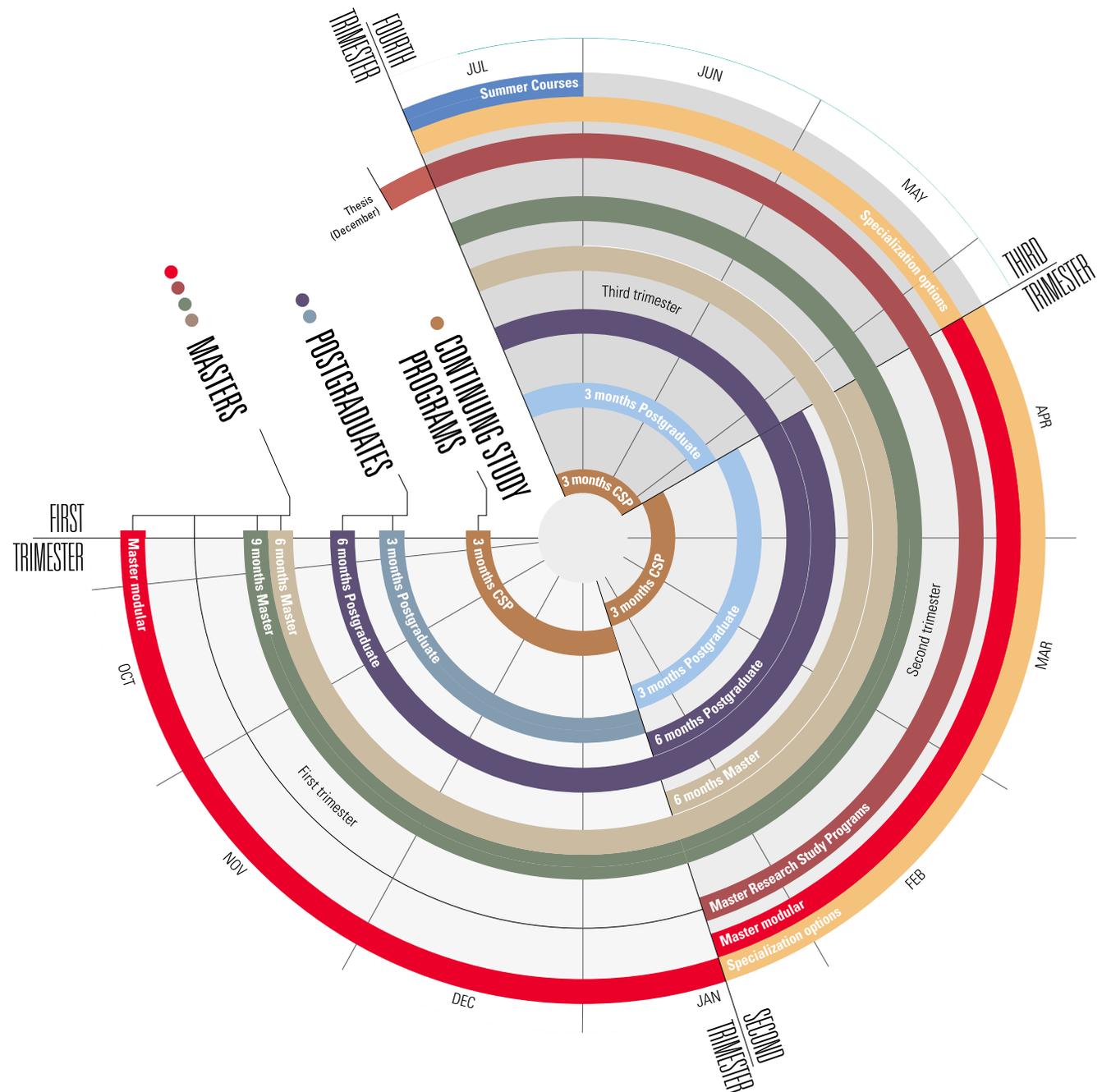
Enrolment fee:	3.900€
Tuition fee:	11.100€
Total:	15.000€

For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.
contact@bcn.ied.es

IED MASTER ACADEMIC OFFER

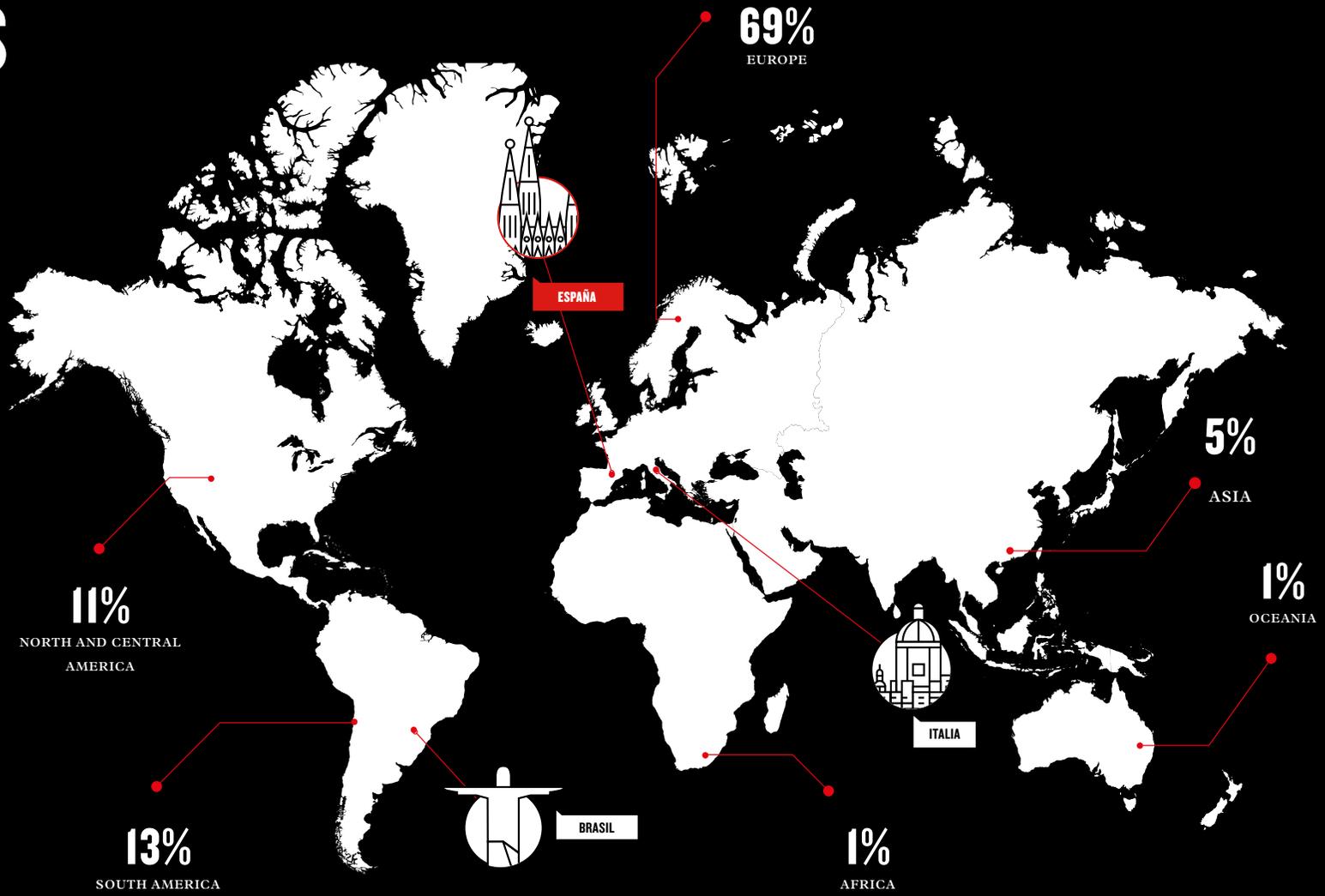
At IED Master, a whole range of courses are taught to cover all kinds of training needs: Masters, Postgraduate Courses and Continuing Study Programs. Courses are organised in terms, and can last 3, 6, 9 or 12 months.

This means that some courses can be combined within one academic year, while others may be divided depending on how demanding and specialised they are.



IED BARCELONA STUDENTS

IED Barcelona is the most international design school in Spain. Since its inauguration in Barcelona in 2002 its classrooms have welcomed students from over 100 different nationalities. Every year over 65% of its students come from different countries such as Colombia, Sweden, Mexico, Iceland or Russia providing a multicultural and cosmopolitan environment. Such a unique opportunity has led students from Spain to work in cities like New York, Paris, Shanghai or Rome and helped alumni from different places of the world to join prestigious national companies.



BARCELONA

Barcelona is a city open to innovation and all cultures, warm, plural, diverse, cutting edge and passionate. A city for living and sharing with a clear vision of the future, that has undergone a major process of change: industrial powerhouse in the 19th century, olympic city in the 20th century and smart city of knowledge in the 21st century.



Panasonic

ARMAND BASI

Artemide

sónar

**PRIMAVERA
SOUND**
BARCELONA

vitra.

PSP

CAMPER

SEAT

SANTA & COLE



**CASA
DECOR**

CERN
Idea^s

MANGO

fad

Adobe

Ferrari

ling

wacom

Wallpaper*

INDITEX

VALENTINO

TED^xBarcelona
x = independently organized TED event

Reebok

COMPANIES

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them. All the final thesis are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.

LINE

Ferrari

**CUSTO
BARCELONA**

Deigual

VOGUE

AMB Àrea Metropolitana de Barcelona

Roca

PIQUADRO

Pepe Jeans
LONDON

BENTELER

Mercedes-Benz

ORBEA



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